

Minutes for Workgroup #174 – Informed Delivery APP

Session 31: 12:00 noon – 1:00 p.m. EST WebEx

Reviewed Session 30. Received some email comments from a couple of WG members. Here is a summary of the content:

- Overview: had some input on language “From Sender-based to USPS-based”. Recommended it be “From Mail Recipient-based to Sender-based.
- Issue 3.1: Impact on Response Rates: provided clarifying language on bullets in this section.
- Issue 14.0 Integration with PostalOne. Change wording to reflect Ride Along image and clarify that additional content is now enabled by IMb.

Discussed that the WG wants a report out on what made the cut for recommendations and what didn’t/doesn’t. Need to prioritize the recommendations. Examples of top priorities, Privacy/COA and Opt In/Opt Out. Steve asked if the rollout is not finalized. Talked about possible enhancements, color images, buttons for customers to use, etc. Did get user input through surveys. Need to get mailer input after testing and gather data (catch 22, w/o additional subscribers, some mailers are still hesitant to test). Does rollout have a plan of services? What would be no fee vs. a cost? To the mailer and/or consumer? Are there consumer or business options for monetization? Carrie stated that there are some items in the backlog, like the ability to share with a friend. Going through the agile development process to flesh out how it would work. Serial number level of applying a campaign is active already. Talked a bit about the file format (for mail.dat) and the alternate proposals. Talked about Do Not Mail legislation – five states this year were defeated. Carrie will check to see if anyone has requested for mailpiece to be removed (not delivered?)

Some members feel that the rollout should be postponed. Discussed if April 2017 was definite. Carrie stated she believes the goal is Spring, or Q3 for postal. Additional commentary and/or edits were entered into the working draft document.

This session was spent finalizing the Resolution Statement. Commentary and/or edits were entered into the working draft document. The updated document will be sent out to WG members for input and comment.